



777 Army Trail Blvd. • Addison, Illinois • 60101

July, 2010

Dear Exhibitors

Welcome to the ICE Conference 2011! Last year was our most successful event yet with just over 3000 teachers and administrators attending. Each year we are growing. The Exhibit Hall sold out in January. We received many favorable comments from our attendees about the help and information they received while visiting with the exhibitors. We invite you to join us again for the **ICE Conference 2011**. Please be aware of the following:

- ✚ The Exhibit Hall will open Tuesday, February 22 at 10:00 a.m. for check in and everything should be completely set up by 2:30 pm.
- ✚ The Kick-off party will be in the Exhibit Hall on Tuesday, February 22 from 3:00 pm - 5:30 pm. Hopefully this will allow attendees to visit exhibitors in a less crowded venue.
- ✚ The Exhibit Hall will open at 9:00 am for exhibitors and 9:30 am for attendees on BOTH Wednesday & Thursday. Please join our attendees for breakfast and the keynote speaker in the Atrium.
- ✚ We will have a Dedicated Exhibit Hall time twice—once on Wednesday and once on Thursday.
- ✚ There will be an Exhibitor Hospitality Room set up on Wednesday and Thursday.
- ✚ Wireless connectivity is included in your booth fee.
- ✚ “Exhibit Show Specials”—lend your equipment to the conference, and we will promote the sale of that equipment in advance printed materials for free!
- ✚ A Lead Retrieval system will again be in place this year at an additional fee and through PC answers, inc.; NOT ICE.

If you wish to be included as a presenter, please complete the on-line presentation application at www.iceberg.org and highlight the ICE Conference. Due to the success of our show, we cannot guarantee a presentation for your company unless you are a partner. You may opt to apply for a presentation through the same channels as our other presenters and will be reviewed by our evaluation team accordingly. The deadline to submit a presentation proposal is **November 1, 2010**. Once you have paid for your booth, you may submit your proposal. Keep in mind that all presenters must be registered for the conference, either as one of your three complimentary booth personnel, as additional booth personnel (\$50) or as an attendee (\$110). Booth personnel badges do not allow for conference session attendance.

Everything this year is available online at www.iceberg.org. Be sure to go there to read the Terms and Conditions; submit your application for booth space; submit your application for presenting; the hotel information; advertising information; Booth Location Chart; and graphs of the breakdown of the 2010 attendees. **Before being assigned an exhibit space, we must receive payment and the signed contract. Booth spaces will not be assigned until December 8. You will receive an e-mail after that date with your booth number. You need that number to order electricity, etc. from Pheasant Run and for shipping materials there as well.**

We look forward to your participation in the **ICE Conference 2011**, “*Celebrating 25 Years of Transforming Education.*” If you have any questions, please don’t hesitate to ask.

Sincerely

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